

Web Copy Samples

Below are two of the website copies that I wrote for Synology, one of the top NAS producers in the world. The aim was to clearly communicate the features and benefits of the software apps while avoiding jargons to create a user-friendly, easy-to-approach feel for the products.

Synology Office

Achieve higher team productivity by securely collaborating on documents, spreadsheets, and slides in real time.

Work better together

- Real-time syncing

Edit documents with multiple users at the same time and instantly see when others make changes, suggest revisions or leave comments.

- Integrated instant messaging

Quickly discuss your projects and receive notifications to never miss any important update with the Synology Chat plugin.

Organize all your files

Manage all Synology Office files in Synology Drive - powerful sharing and permission settings give you full control over all projects, while personal and team workspaces offer strong organization and collaboration capabilities.

Compatible with mainstream apps

Migration is easy with support for importing documents, spreadsheets, and slides from mainstream tools to Synology Office.

Active Backup for Business

Manage backup tasks for physical and virtual environments from a centralized dashboard to keep your data and services always available.

Back up your business, not just your data

Protect all your digital assets through unlimited backups for Windows/Linux devices, VMware/Hyper-V virtual machines and file servers.

Data protection made easy

Keep your services always up and running through simple-to-manage and efficient data protection.

Achieve full protection with the 3-2-1 backup rule

Replicate your backups offsite to another Synology NAS and restore your data quickly when the production site is down. [Learn more](#)

Secure your backups

Encrypt your backup destinations with military-grade encryption to protect them against data breaches or physical theft. [Learn more](#)

Simplify backup management

Stay on top of your data protection plan.

- One console
 - Set up and monitor all backup tasks from a centralized dashboard.
- Scheduled reports
 - Receive customized reports on the status of your backups directly in your inbox.